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VIRGINIA

# Best Workplaces For Commuters Phone Forum

August 2, 2005; 12:30 pm EST

## Topic: Local, City and County Government

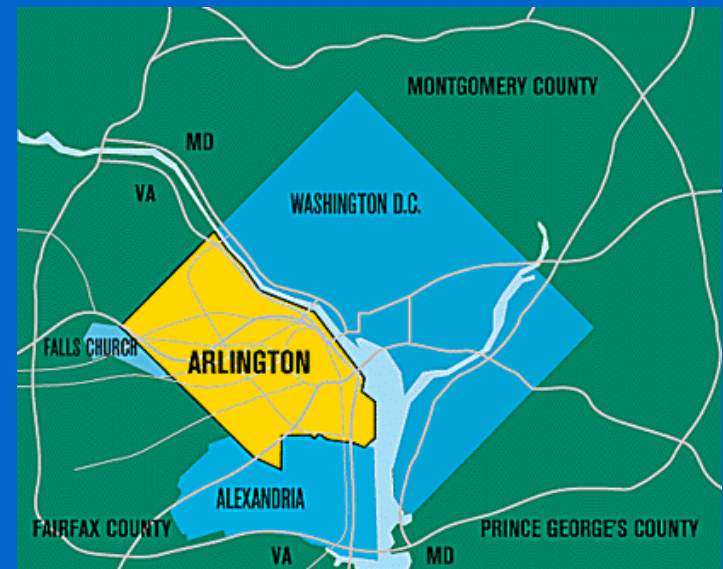
Chris Hamilton, Commuter Services Director,  
Arlington County, Virginia



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# About Arlington, VA

- 26 sq. miles in area
- Located in the core of the Washington region
- At the confluence of major regional multimodal transportation facilities
- Location for significant regional and federal facilities such as National Airport and the Pentagon
- 200,000 residents and 200,000 jobs
- More than 30m sq. ft. of private office space
- Dozen plus condo/apt buildings going up right now
- 11 Metro stations, 22 Metrobus, 12 ART bus lines





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# Arlington As An Employer

- As a BWC employer the County offers a full array of commuting benefits including:
  - 80% transit subsidy (up to \$60 per pay period)
  - Telework program participation
  - Free carpool and vanpool parking
  - Market rate parking for everyone else
  - Flexible work hours
  - Motor – Free “Bike/Walk Benefit” (\$25 per month payable 2 times per year)
  - Showers and lockers in most buildings

# How Arlington Promotes Commuter Benefits to the Community

Arlington County Commuter Services (ACCS) promotes demand strategies that fit the urban environment we operate in

- ACCS Mission
- How ACCS Operates
- Funding
- Commuter Stores – 3 retail, 1 mobile
- Call Center, Fulfillment, Operations
- Arlington Transportation Partners – Employer, Residential and Visitor services
- Marketing
- Internet – [CommuterPage.com](http://CommuterPage.com), [CommuterDirect.com](http://CommuterDirect.com), [ArlingtonTransit.com](http://ArlingtonTransit.com), [WALKArlington.com](http://WALKArlington.com), [BikeArlington.com](http://BikeArlington.com), Urban Villages, Way To Go, Rides & the City
- TDM for Site Plan Development





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# Arlington and BWC

Arlington Transportation Partners  
employer services:

- 566 employer clients of ATP, representing 127,249 employees or 65% of the market
- 298 of these receive a transit benefit
- Arlington is home to 60 of the region's 187 BWC companies



# Special New Project: Carsharing

- Fits ACCS mission
- Promoted carsharing from the beginning
- Supported both companies equally
- Before March 2004 only 12 vehicles in Arlington
- Increase carsharing significantly
- Developed Carshare Pilot in R-B Corridor as a Public/Private Partnership





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# Elements of Pilot Program (March'04 to May'05)

- Expanded carshare fleet:
  - From 12 to 27 in March '04 (Pilot period)
  - From 27 to 42 in May '05
  - Expect to go over 55 this summer
- Density of cars, near Metros
- Provided carshare subsidy
- Provided On-street visibility
  - on-street, metered parking spaces
  - 12" orange poles, signs, take ones
  - street painting



# Elements of Pilot Program (March'04 to May'05)





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# Elements of the Program (March'04 to May'05)

- Discounts – live or work in Arlington
- Promotions
  - Brochure
  - Cards (take ones at poles)
  - ATP, stores, marketing
- Enforcement/Police
  - Standard “No Parking” rules and signs
  - Towing
  - Stencils

Need a car  
for only an hour?

Want to run  
errands at lunch?

Have a  
business meeting?

Spouse has  
the car for the day?

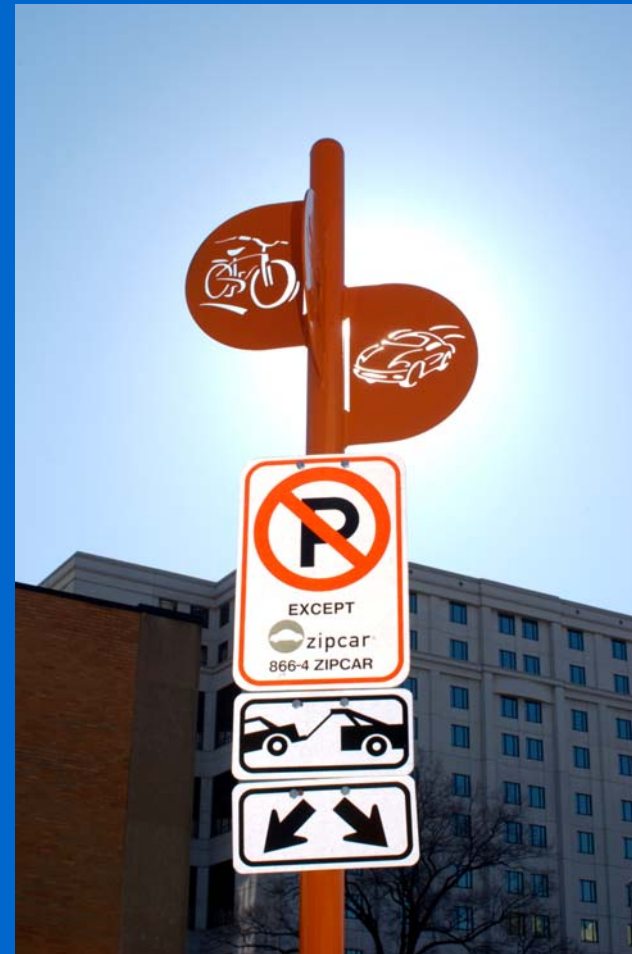
**Carshare.**

zipcar Flexcar

Arlington is the place for carsharing.



# Elements of Program (March'04 to May'05)





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# Research and Results

- Doubled membership to 2,000+
- More than Doubled utilization
- 1/3 more growth in Arlington than rest of region
- Survey says:
  - People join because of legitimacy from partnership, on-street spaces
  - Carsharing strengthens public transit
  - Carsharing leads to less 2nd and 1st autos
  - Carsharing discourages overall auto use



# Expanding Success (March'04 to May'05)

- Released Pilot Program Report
- Provide the metered, on-street parking, poles and other elements
- Expand program to Pentagon City, Crystal City, Shirlington and Columbia Pike.

**Flexcar**

**zipcar**

For more information,  
and to register for carsharing,  
visit  
[www.CommuterPage.com/carshare](http://www.CommuterPage.com/carshare)  
or call  
**703-228-RIDE.**

*Need a car for only an hour?*

*Want to run errands at lunch?*

*Have a business meeting?*

*Spouse has the car for the day?*

**Try Carsharing.**

*By the hour, by the day—use a car whenever you need it.*

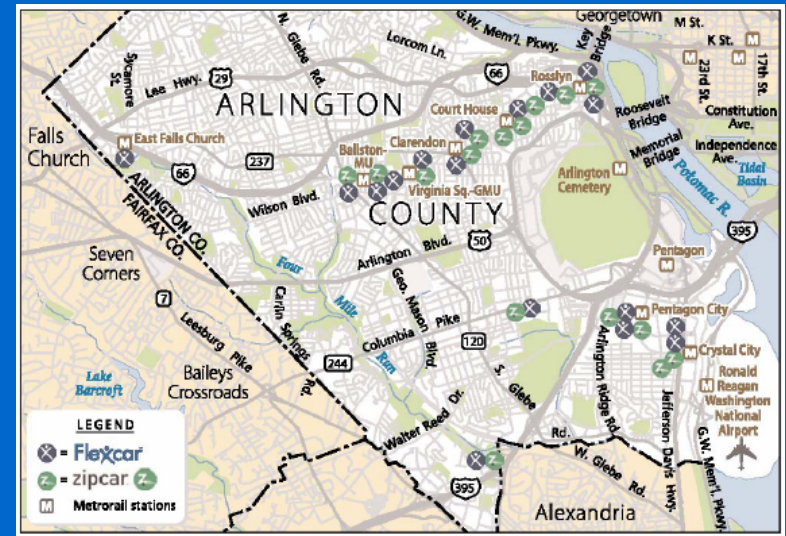
(Insurance, gas and parking included.)

**Carsharing**

  
**ARLINGTON VIRGINIA**  
*Arlington is the place for carsharing.*

*Service provided by*  







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## Contact Information

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[www.CommuterPage.com](http://www.CommuterPage.com)

- History and Annual Reports for ACCS can be found at [www.commuterpage.com/ACCS/index.htm](http://www.commuterpage.com/ACCS/index.htm)
- Additional information on carsharing including the Pilot Program report can be found at [www.CommuterPage.com/carshare](http://www.CommuterPage.com/carshare)

Thanks to Steve Offutt and the nice folks at U.S. EPA.